

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-05 H-01 INR-10
L-03 NSAE-00 NSC-05 PA-01 SP-02 SS-15 ICA-11
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/098 W

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FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC 0573
INFO AMCONSUL LENINGRAD
AMEMBASSY BERLIN
AMEMBASSY BELGRADE
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY PRAGUE
AMCONSUL MUNICH
AMEMBASSY SOFIA
AMEMBASSY WARSAW

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TAGS: PEPR, PINT, UR
SUBJECT: 1978 MAY DAY SLOGANS

REF: (A) 77 MOSCOW 5233, (B) 77 MOSCOW 15168

SUMMARY: PRAVDA APRIL 16 PUBLISHED THE SLOGANS FOR MAY FIRST AND ON THE WHOLE THEY ARE NOT SIGNIFICANTLY DIFFERENT FROM THOSE OF LAST YEAR OR OF LAST NOVEMBER. THEY ARE SHORTER IN LENGTH (ABOUT 10), FEWER IN NUMBER (DOWN 4 FROM LAST APRIL'S 66), AND ON THE INTERNAL SIDE MORE RESTRAINED. END SUMMARY.

1. INTERNATIONAL SLOGANS: CONTINUITY IS AGAIN THE WORD TO
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DESCRIBE THIS YEAR'S BATCH. THE CHANGES ARE VERY FEW AND MOST APPEAR TO BE EDITORIAL CHANGES WHICH HAVE RESULTED IN OVERALL SHORTER SLOGANS. TWO SLOGANS, HOWEVER, HAVE BEEN COMPLETELY DROPPED: THE SALUTES TO THE "HEROIC" VIETNAMESE AND LAOTIAN PEOPLE (NUMBERS 52 AND 53 LAST FALL). CONSIDERING THE DELICATE SRV-KAMPUCHEAN SITUATION, TO CONTINUE CALLING VIETNAM "AN IMPORTANT OUTPOST OF THE

FORCES OF PEACE AND SOCIALISM IN SOUTHEAST ASIA" WOULD HAVE BEEN DIFFICULT. WITH VIETNAM GONE LAOS COULD NOT REMAIN AS THE ONLY COUNTRY SINGLED OUT FOR A SEPARATE SLOGAN, SO IT TOO GOT CHOPPED.

2. A SECOND NOTEWORTHY OMISSION IS THE FAILURE TO REPEAT THE PREVIOUS CALL FOR THE "RECONSTRUCTION OF INTERNATIONAL ECONOMIC RELATIONS" (55 AND 49 IN NOVEMBER AND MAY 1977 RESPECTIVELY) IN THE SLOGAN TO THE PEOPLES OF THE LDCS. THIS EFFECTIVELY LEAVES OUT REFERENCE TO THE NEW ECONOMIC ORDER IN SOVIET-LDC RELATIONS. ADDITIONALLY THE SLOGAN (NUMBER 48) IS SHORTENED THIS TIME FROM OVER FOUR LINES TO LESS THAN THREE, AGAIN IT WOULD SEEM AS PART OF THE GENERAL EDITORIAL TIGHTENING UP.

3. INTERNAL SLOGANS: THE DOMESTIC SLOGANS SEEM A BIT LESS EXUBERANT THAN THOSE OF LAST OCTOBER AND LAST APRIL. FOR EXAMPLE, THE OCTOBER 1977 SLOGAN ON THE CPSU DESCRIBED THE PARTY AS "THE INSPIRER AND ORRANIZER OF THE VICTORIOUS OCTOBER REVOLUTION, THE EXPERIENCED AVANT-GARDE OF THE WORKING CLASS, OF ALL THE SOVIET PEOPLE IN THE STRUGGLE FOR COMMUNISM." THE COMPARABLE SLOGAN THIS APRIL MERELY TERMS THE PARTY "THE RULING AND DIRECTING FORCE OF SOVIET SOCIETY."

4. ECONOMIC SLOGANS ARE KEYED TO PRIMARY THEMES OF CURRENT LIMITED OFFICIAL USE

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FIVE YEAR PLAN SUCH AS EMPHASIS ON QUALITY, EFFICIENCY, MORE RAPID INSTALLATION OF NEW PRODUCTIVE CAPACITY, MAINTENANCE OF "LABOR DISCIPLINE", ETC. CONSISTENT WITH LANGUAGE OF DECEMBER, 1977, CP CENTRAL COMMITTEE SESSION, WORKERS ARE CALLED UPON TO OVERFULFILL THE 1978 ECONOMIC PLAN, WHERE THE COMPARABLE OCTOBER 1977 SLOGAN CALLED ONLY FOR PLAN FULFILLMENT.

5. ALL IN ALL LITTLE OF NOTE IN THIS YEAR'S EXERCISE; IT'S THE SAME OLD LEADERSHIP AND THE SAME OLD SLOGANS. TOON

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